

REMARKS

In response to an Official Action dated January 12, 2006, Applicants submit the following remarks. This application contains claims 1-36, all of which were rejected in the present Official Action. Reconsideration is respectfully requested in view of the remarks that follow.

Applicants thank Examiner Tran for the courtesy of a personal interview with Applicants' representative, Sanford T. Colb (Reg. No. 26,856), held in the USPTO on March 8, 2006. At the interview, Mr. Colb pointed out the distinctions of claims 1 and 2 in the present patent application over the cited references. The Examiner agreed to reconsider the rejections, and in particular the rejection of claim 2.

Claims 1-36 were rejected under 35 U.S.C. 103(a) over Oliver ("SAMS Teach Yourself HTML 4 in 24 Hours") in view of Chinsei (JP 2000-113068). Applicants respectfully traverse this rejection.

Independent claims 1, 13 and 25 recite, respectively, a method, apparatus and computer software product for visualizing data. Code representing content is prepared by an author. The code comprises a plurality of hyperlinks, with at least one attribute associated with each hyperlink. A viewer of the content, other than the author,

provides at least one user preference for displaying the hyperlinks. The content is then displayed while hiding at least one, but not all, of the hyperlinks. The hyperlinks that are to be hidden are determined by the user preference(s) received from the viewer and by the attribute(s) provided by the author.

Oliver describes standard features of HTML programming. The specific passages cited by the Examiner relate to displaying lists and choosing font attributes. The Examiner conceded that Oliver does not teach or suggest hiding hyperlinks responsively to at least one user preference and at least one attribute, as required by claims 1, 13 and 25. In fact, the cited passages in Oliver say nothing about either hiding hyperlinks or user preferences.

Chinsei appears to describe a method in which hyperlinks are hidden in order to increase the motivation of a user to read the content of an advertisement (paragraph 0024, page 3). As noted by the Examiner (paragraph 0009, page 2), a hyperlink image is hidden in a Web site. A user receives a bonus upon discovering the hidden hyperlink image. The need to search for the hidden image in the Web site causes the user to spend a longer time visiting the site, so that the user views the site contents more carefully (paragraph 0013, page 2).

Clearly, Chinsei is not concerned with user preferences in determining which hyperlink(s) to hide. In fact, Chinsei makes no suggestion whatsoever that user preferences might be taken into account in determining how hyperlinks will appear in a Web site. Rather, in Chinei's system, the information provider decides which hyperlink to hide (paragraph 0013) without regard to user preferences. There is no hint at all in the cited art of applying user preferences (together with hyperlink attributes) in selectively hiding hyperlinks as required by claims 1, 13 and 25.

Thus, claims 1, 13 and 25 are believed to be patentable over the cited art. In view of the patentability of these independent claims, dependent claims 2-12, 14-24 and 26-36 are believed to be patentable, as well.

Notwithstanding the patentability of the independent claims, dependent claims 2, 14 and 26 also recite independently-patentable subject matter. These claims state that the code associated with each hyperlink includes a verbosity characteristic. The user preference specifies a desired level of verbosity, which is compared with the verbosity characteristics of the hyperlinks in order to determine which hyperlinks to hide.

In rejecting claims 2, 14 and 26, the Examiner stated that Oliver teaches the claimed features on page 73. Applicants, however, could find no mention in Oliver of verbosity characteristics or anything resembling verbosity characteristics. There is no suggestion in either of the cited references of using verbosity characteristics and verbosity preferences in the manner recited in claims 2, 14 and 26. Therefore, these dependent claims are believed to be independently patentable.

Similar arguments may be made regarding the remaining dependent claims in this application, but Applicants will refrain from arguing the patentability of all the dependent claims at present in the interest of brevity.

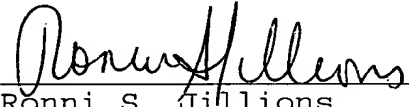
Applicants believe the remarks presented hereinabove to be fully responsive to all of the grounds of rejection raised by the Examiner. In view of these remarks, Applicants respectfully submit that all of the claims in the present application are in order for allowance. Notice to this effect is hereby requested.

Appln. No. 09/927,345
Amd. dated April 5, 2006
Reply to Office Action of January 12, 2006

Applicants believe the remarks presented hereinabove to be fully responsive to all of the grounds of rejection raised by the Examiner. In view of these remarks and the Declaration filed herewith, Applicants respectfully submit that all of the claims in the present application are in order for allowance. Notice to this effect is hereby requested.

Respectfully submitted,

BROWDY AND NEIMARK, P.L.L.C.
Attorneys for Applicant

By 
Ronni S. Gillions
Registration No. 31,979

RSJ:cak
Telephone No.: (202) 628-5197
Facsimile No.: (202) 737-3528
G:\bn\c\colb\ribak1\pto\AMD-Remarks05Apr2006.doc